

Special Events Community Engagement Meeting Summary 2018



Special Events Community Engagement Meeting

As part of an ongoing effort to connect with the community before, during, and after events, The Office of Emergency Management and Special Events partnered with the Downtown Raleigh Alliance to hold the first ever Special Events Community Engagement Meeting on Tuesday, February 27th at the Raleigh Convention Center. 66 people attended, including business owners, church representatives, CAC chairs, residents, and other internal and external downtown stakeholders.

The meeting consisted of a moderated discussion where event organizers for eight large-scale spring/summer downtown events provided an overview of their event, a Q&A session for the audience to gather more information and help event organizers understand what they can do to deliver more positive outcomes for the community, and a poll which allowed attendees to voice their opinions about what types of events are good for downtown and how existing practices might be improved. The meeting closed with an opportunity for one-on-one conversations to resolve specific issues, answer questions not addressed in the Q&A, and set a positive stage for upcoming spring events.



The information gleaned from this and other community meetings will be used to inform decisions for what's good for the city as a whole. Both new and existing events are held to rigorous standards and are carefully scrutinized to ensure that they can safely take place while balancing the needs of the affected community. As one example of our continued evolution, road closure timeframes have been evaluated and excessive event setup times have been condensed; in some cases, this will result in streets remaining open on Thursday nights for regular business and residential activity when they had previously been closed to prepare for weekend events.

Another meeting is planned for late summer to preemptively tackle some of the challenges faced during the fall event season and continue to develop a positive platform for event organizers and downtown stakeholders to connect and share challenges as well as solutions for how to make events a success for the community.

"Interesting use of technology - good way to keep the questions/comments anonymous. Done very well."

"I thought it was a great opportunity to connect with the community."

"will be interested to see where we go with this for the future."

There are several resources that we have created to help open communication between our office, event organizers, and the community:

[Online Feedback Form](#): Designed for event attendees or community members affected by events to provide constructive feedback about specific aspects of the event, so that we can track and reference this information for future planning.

[Weekly Digest](#): A weekly email update that includes a brief description of upcoming events for the week, including the road closures associated with the event.

[Online Calendar](#): A calendar resource with up-to-date information about all events currently scheduled within the City that are taking place on public rights-of-way. This calendar provides road closure details and direct contact information for reaching event organizers.

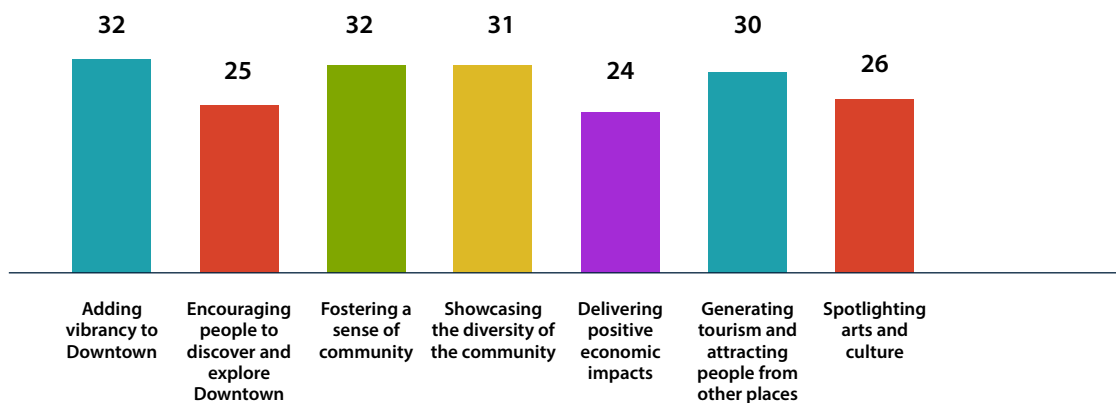
[Public Notification Requirements](#): We enforce these requirements for all events. If there is ever a time when you do not receive notification, please submit a feedback form or email us.

City of Raleigh Special Events Office: 919-996-2200
specialevents@raleighnc.gov

Meeting Attendee Poll Results

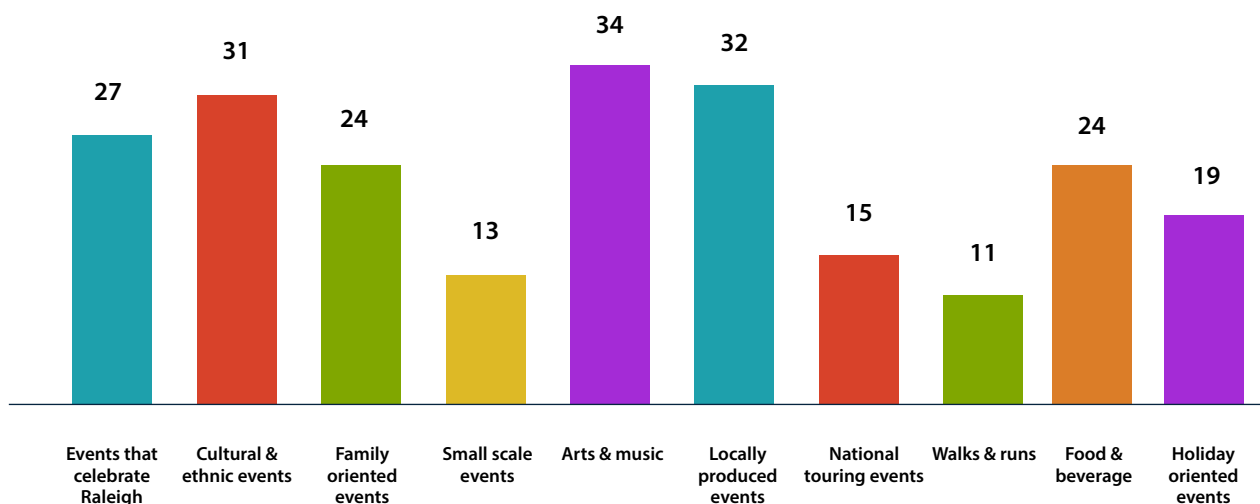
In your opinion, what are the most important benefits that events can provide Downtown?
(Select all that apply)

 46



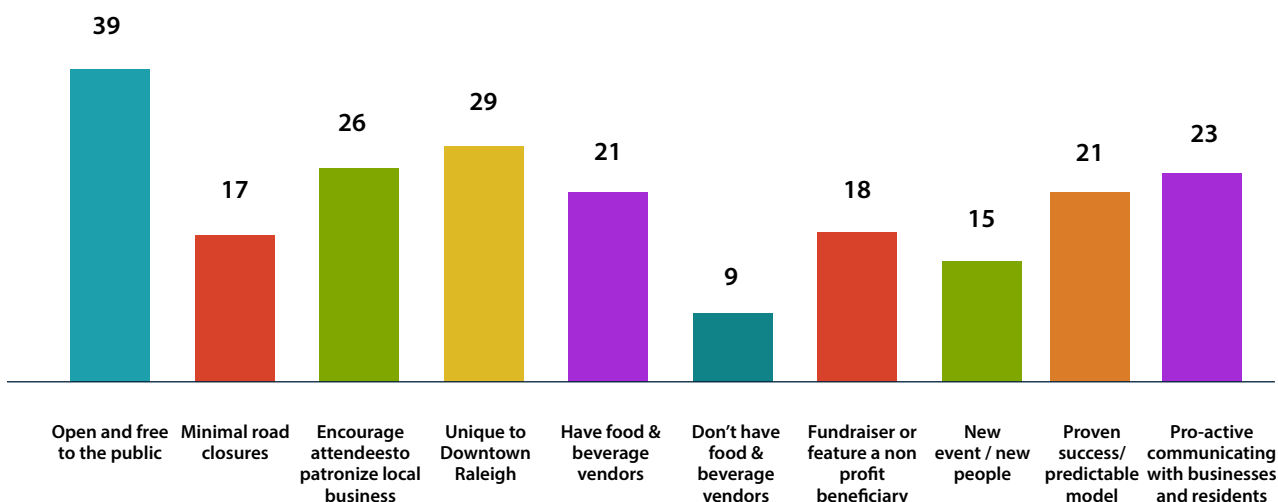
In your opinion, what type of events are most beneficial for Downtown?
(Select all that apply)

 46



**In your opinion, what attributes best characterize events that are good for Downtown?
(Select all that apply)**

 **45**



In a few words, what's the best way for events to deliver more positive outcomes for the community?

 **31**

To work positively and productively with the city, businesses and residents.	Communication	More diversity
Develop some events that encourages patronage of downtown businesses	Well recognized for better participation and future returning attendees. Worthwhile events that are considered safe and events that are unique	Minimize disruption
Free and open to the public featuring local businesses, art, music, and culture	Make every local event a true partnership where City related fees are minimized so that activities can be maximized	Choose events that celebrate our region and highlight our local culture

In a few words, what's the best way for events to deliver more positive outcomes for the community?

One of the best ways for events to deliver more positive outcomes is to have many and multiple ways of communicating with people/businesses

Examine best practices and models for determining viability and impacts for the events that are held, and utilize those moving forward.

Free and welcoming; variety; innovation; community involvement and engagement

Develop some events that encourages patronage of downtown businesses

More promoting

Involve local voices of the community in local events. Proactively alerting the public to changes in normal schedules/roads

Free and open to the public featuring local businesses, art, music, and culture

Work closely with Downtown businesses to cross-promote the event and the businesses

To give back to the community

Events should pull in residents from the entire city and promote local businesses to help foster a greater overall community.

The way special events have been managed in Raleigh has discounted/ ignored input from stakeholders who want more accountability.

Smaller, more consistent programming

Be free, encourage participation by everyone, do not encourage drunken behavior, showcase things that are unique to Raleigh / the triangle

Activation & use of other downtown Raleigh communities/ neighborhoods.

Support events by providing man power and social media coverage.

Proactive about addressing issues in advance, advocate downtown businesses

Involve the south end of Fayetteville street. It is always closed

Be more sensitive to the permanent vendors on Fayetteville street and Glenwood area. Need more SPecial holiday and ethnic oriented events.

Generate economic benefits

Develop some events that encourages patronage of downtown businesses

To be an economic impact and enjoyable